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UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

EXAMPLES OF EFFECTIVE PROGRAMS FOR
NATIONAL HOME DEMONSTRATION WEEK

A few examples of educational and information activities, planned and carried out during National Home Demonstration Week last year, or planned for this year, have been selected from each of the four regions, and are copied here to provide suggestions that may be adapted in other localities. If time had permitted, more excerpts and mentions would have been included from other States and counties doing outstanding work related to the fundamental aims and basic principles of the year-around Home Demonstration program.

GEORGIA

Dr. C. R. Jordan, Associate Entomologist at the University of Georgia, is cooperating with the Cooperative Extension Service in promoting entomological work during this year's National Home Demonstration Week.

Demonstration packets on roach control have been made available to each county home demonstration agent. Included in the packet is a script on the control of roaches, and characters for use with a flannelgraph. The packet will also contain television and radio suggestions on roach control, and a color movie on the subject will be provided the agents. Dr. Jordan reported on this project recently to the entomologists of the entire Southeastern region.

ARKANSAS

A farm and home tour during Home Demonstration Week in Saline county, will feature new and remodeled homes; also good dairy farms, silos, and irrigation systems.

ALABAMA

In Henry County, Alabama, a newspaper cartoon featured a simple drawing of a forward-looking young family "standing on" a map of the United States. Before them was the outline of a ladder or steps leading upward to "Strong Homes for a Strong Nation" in big headline letters. Underline was the Home Demonstration seal and the words, "National Home Demonstration Week."

KANSAS

In McPherson county, a Home Demonstration group wanted to share something of what it was doing to make the members' community a better place to live.

So the group sponsored a safety campaign during the Week to make each one more conscious of the importance of being a safe driver. The women handed out safety stickers for drivers to display on their rear windows. These stickers stated that the driver pledged to be cautious in driving. The driver of a car coming up behind a car bearing this sticker was also reminded to be careful.

MICHIGAN

Ingham county's "Home Demonstration Group of the Year" was selected at the 27th annual countywide Home Demonstration achievement day held in 1954 at Michigan State College, shortly before the start of Home Demonstration Week. One club from among the county's 72 was cited for extraordinary accomplishment. That club then was honored by the 1,100 Home Demonstration group members of the county, about half of whom were present at the achievement day program during Home Demonstration Week.

The day-long achievement day program tied in NHD Week and Michigan Week, and good speakers on timely topics were presented. Twenty or more of the projects which county Home Demonstration group members had completed during the year were shown.

OHIO

Most of the farm page of the LOGAN DAILY NEWS at Logan carried Hocking County feature stories and other material by homemakers and extension workers during NHD Week. "Work Based on Teaching Skills" was bylined by the State Home Demonstration Leader. "Hocking County Council Names 1954-55 Officers; Agent Explains Program," written by the Home Demonstration Agent, was the lead article on the page. A member of the State Extension staff at Ohio State University contributed an article entitled, "Importance of Home Stressed in Home Demonstration Week." A member of the homemaker group wrote on the "Value of Farm Women's Camp." Other articles by farm women were "Purposes of the County Home Demonstration Council," "Home Demonstration Scholarship," and "Pen Friends Made in Other Nations."

NEBRASKA

A printed folder for Iowa, Kansas, and Nebraska announced the eighth annual "Leadership Recognition Program for Rural Homemakers," and listed about 15 Chambers of Commerce in Nebraska which invited leaders among rural homemakers for county and district recognition meetings last spring. Presidents of Home Extension Clubs, Group Chairmen and officers and directors of the State Council of Home Extension Clubs were honored.

A special writeup in the NEBRASKA FARMER - with picture illustration - reported that 94 homemakers from Nebraska, Iowa, and Kansas were honored May 6 at the eighth annual Homemakers Leadership Recognition Day sponsored by the agricultural committees of the Omaha Chamber of Commerce. Business firms in Omaha extended a hand of welcome to these outstanding women. The day included a coffee hour, a luncheon, a tour, and dinner.

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Special door prizes from various firms were given at the coffee hour. Honored guests were awarded a special pin by the Chamber of Commerce vice president. The Chambers of Commerce were sponsors in cooperation with the Iowa, Kansas, and Nebraska Agricultural Extension Services. Purpose was "to benefit the home economics extension program all over the territory."

WEST VIRGINIA

In Preston County, Home Demonstration members wrote "idea-grams" or short items on what Home Demonstration meant to them. These stories were widely used in local newspapers and excerpts from them were given on television programs and in some of the Statewide newspaper publicity. For example, eight appeared one day during NHD Week in the PRESTON COUNTY JOURNAL under the column heading of "What Members Say," and each was bylined by a member of a different homemaker group. This page had a streamer headline, "FARM WOMEN OBSERVE NATIONAL WEEK." Other articles on the page were "Home Demonstration Agent Does Variety of Jobs in Helping Rural Homemakers," "Work of Leaders Valuable to Agent," "Objectives Listed for National Week," and "Homemaker Hints." A three-column cut showed an interesting display of Home Demonstration work in a drugstore window.

Cabell County's Exhibit-Demonstration Day was unique and outstanding, particularly since it had large participation by women throughout the county in planning and carrying out the day's activities. Twenty different educational activities or demonstrations were conducted from 2:00 p.m. until about 10:00 p.m. with many public officials and non-club members coming as visitors to see the displays and watch the demonstrations.

Nearly a page - mostly pictures and some articles - appeared on "Farm Women Mark Demonstration Week," in a Huntington, West Virginia Sunday paper. The big observance resulted in much excellent information being spread to the public on basic aims of the program.

RHODE ISLAND

As part of its international program sponsored during National Home Demonstration Week, Southern Rhode Island county gave the UNESCO play, "To Live in Faith."

MARYLAND

Naturally, most leaflets or bulletins on Home Demonstration work get an extra large circulation during Home Demonstration Week. Of many States preparing good printed matter, Maryland's "Home Demonstration Work Serves Maryland Families," is in the much-in-demand class. The bulletin, similar in aim and content to those of other States, was prepared to help people in the State understand what Home Demonstration work is, and how to get services offered through the program.

DELAWARE

In Sussex county, Delaware - as in many other counties and States - Home Demonstration groups attend church in a body on Sunday as part of their observance of National Home Demonstration Week. Last year a church bulletin in the county noted, "We are very happy to have the Georgetown and the County Seat Home Demonstration Clubs as our guests this morning." A special sermon was delivered on the topic of "Distinctive Living."

CALIFORNIA

Homemakers Forum was one of the most successful programs presented in Santa Clara County during last NHD Week. Theme was "Market Expansion Through Consumer Education." Cooperation between industry representatives, Extension workers, and the Home Extension group members was credited for the good program. Fifteen growers assisted by placing booths in the civic auditorium in San Jose, and 126 project leaders served as demonstrators in the booths. Among other program features was a talk by a speaker from the Better Business Bureau on "It's Your Dollar, Why Waste It?"

More than 1,700 women attended Homemakers Forum Day. It was called a joint staff effort because the Farm Advisers helped set up the booths and handled the large number of letters and mimeographed materials necessary for the day. The next afternoon, the Farm Advisers met with the Home Advisers for a brief conference to review the day. All of the Farm Advisers felt it had been a highly worthwhile program, and had done a lot in an information and public relations way with the growers and the people of the county.

In Ventura county, Home Extension Day program during last year's Home Demonstration Week, featured "Market Expansion Through Consumer Education." The orange was the main object of attention. Through demonstrations, exhibits, giving out recipes, offering samples of tasty dishes, and so on, industry cooperated with Extension workers and homemakers to make the public more conscious of "the Golden Fruit of the Golden West". The Farm Advisers who work in the citrus division of the program added information about the industry's importance to the county, and the contribution that the consumer could make. Other efforts were made through newspaper articles, working with the county citrus committee and individual contacts.

NEW MEXICO

In Grant county, recognition was given to volunteer leaders by reporting their names and telling of their valuable help in radio broadcasts by the Extension agents.

OREGON

Last spring 29 counties in Oregon held Homemakers' Festivals with a total of 10,037 homemakers attending. Some were arranged to coincide with Home Demonstration Week. Special luncheons during the Festivals gave the women a chance to get better acquainted. These gatherings were often held in the same building with the meeting. In most cases a short program took place. At this time, members of the County Court were introduced and recognition given to other guests taking part in the day's activities.

In Clatsop county during last Home Demonstration Week, an exhibit room was open during the noon hour so persons attending a Festival could look around. Among the exhibits were housekeeping shortcuts, various textiles, foods prepared for freezing, clothes closet ideas, safety suggestions, homemade ready mixes, sewing machine attachments, simple home repairs, slipcovers, upholstery, and rugs.

UTAH

Tours were conducted during National Home Demonstration Week in both Piute and Box Elder counties. In Piute, one of the tours was conducted to new homes to see the practical use of color, and home furnishings and furniture arrangement for neatness and efficiency. Home furnishings had been a group project during the year, so the tour helped to stress many points studied. In Rich county, the women who made articles at the clothing school modeled them at a Relief Society meeting. Each told a little about what they had learned and the cost of the article."

ARIZONA

One of the Pima homemakers received a telephone call during Home Demonstration Week from her former associates in Maryland where she had lived. This was a gesture of "Hands Across the Nation" to promote better understanding among homemakers. It also helped show the women that they were working toward the same ideals and goals, each in their own way. A recording of this call was made so other Pima homemakers could share in the event.

MONTANA

In Custer county, twelve homemakers appeared on radio broadcasts to tell of their Home Demonstration activities. Ravalli county started the week with as many members as possible attending church, and the ministers of the county cooperating by basing their sermons on the home and family. Pondera county had five home demonstration floats in the annual Whoop-up Day parade, with prizes for the best. A countywide luncheon and program honored members who had been active in Club work from 25 to 30 years. In Meagher county, a silver tea was held with the proceeds going to buy books for the local county library.

WYOMING

In Converse county, windows of a town's business district were decorated to make more people aware of work done through Extension programs. One club used the theme, "Our Family Works and Plays Together" to show how its program had helped families by offering opportunities for them literally to work and play together. Theme in another window was "Today's Home Builds Tomorrow's World," pointing to a collection of Department of Agriculture Extension bulletins that had been used to make their homes better. Still another window was on the theme, "The Home Demonstration Cupboard is Never Bare" showing the many foods used in a balanced diet for good nutrition. Other windows portrayed the variety of additional work done in the Home Demonstration program.

COLORADO

In Pueblo, homemakers used the week as a special time to get acquainted with new uses for surplus foods such as dried milk and eggs and other commodities.

WASHINGTON

The Cowlitz county ADVOCATE published a Homemakers' edition featuring the Week, and numerous other county papers in the State gave two to three pages to Home Demonstration work. "You Never Stop Learning" was the theme of a special feature held during Home Demonstration Week in Benton county. Demonstrations were given to high school home economics classes by local leaders in Home Demonstration clubs. Object was to let high school students know that even when they are out of school, they can keep on learning up-to-date methods of homemaking through Home Demonstration programs.



